



**NOTICE OF A REGULAR MEETING OF THE PARKS AND RECREATION COMMISSION
OF THE TOWN OF CLARKDALE
WEDNESDAY, DECEMBER 11, 2024 AT 5:00 PM**

In Person: Clark Memorial Clubhouse, 19 N. Ninth St., Clarkdale AZ

OR

Join Zoom Meeting

<https://us02web.zoom.us/j/85998911182>

Meeting ID: 859 9891 1182

Unless otherwise stated, the public will have physical access to the meeting place 15 minutes prior to the start of the meeting.

Town of Clarkdale Vision

The Town of Clarkdale connects our unique history, proximity to the Verde River, and small-town charm to a future with a vibrant economy.

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PURSUANT TO A.R.S. §38-431.02, NOTICE IS HEREBY GIVEN that the Parks and Recreation Commission of the Town of Clarkdale will hold a Regular Meeting on Wednesday, December 11, 2024, at 5:00 PM. Members of the Parks and Recreation Commission will attend either in person, by telephone or via Zoom. A quorum of Town Council members may be present at this meeting; however, they will not deliberate or take any action on items. All members of the public are welcome to attend.

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT

The Parks and Recreation Commission invites the public to provide comments at this time.

Members of the Parks and Recreation Commission may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01, action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or

scheduling the matter for further consideration and decision at a later date. Persons interested in making comments on a specific agenda item are asked to complete a brief form and submit it to the Clerk or liaison during the meeting. Each speaker is asked to limit their comments to five minutes.

4. UPDATES

A. 2024 Santa Comes to Clarkdale Event

Update only regarding the 2024 Santa Comes to Clarkdale Event.

B. Selna Mongini S.T.E.A.M. Park

Update only regarding Selna Mongini S.T.E.A.M. Park.

5. MINUTES

A. Approval of Minutes

Discuss, consider, and act upon the draft minutes from the Regular Meeting held on Nov. 13, 2024.

6. DISCUSSION ITEMS ONLY - NO ACTION TAKEN

A. Parks Memorial Dedication Policy

Discussion only regarding a Parks Memorial Dedication Policy.

B. Selna Mongini Park Signage

Discussion only regarding Arizona State University (ASU) Project Cities educational signage for the Selna Mongini Park project.

7. NEW BUSINESS

A. 2025 Concerts in the Park

Discuss, consider, and act upon the 2025 Concerts in the Park schedule.

8. FUTURE AGENDA ITEMS

Parks and Recreation Commission may propose items to be placed on a future agenda. This item is for discussion only.

9. ADJOURNMENT

Values

Values are the guiding principles that provide an organization with purpose and direction. The Town of Clarkdale's organizational values are:

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Staff Report

Item Number: 4.A.

<u>Agenda Item:</u>	2024 Santa Comes to Clarkdale Event Update only regarding the 2024 Santa Comes to Clarkdale Event.
<u>Staff Contact:</u>	Baileigh Cosmen, Parks and Recreation Coordinator
<u>Meeting Date:</u>	December 11, 2024
<u>Strategic Goal:</u>	Not applicable.
<u>Background:</u>	Staff will give a brief overview of this year's Santa Comes to Clarkdale event that took place on Dec. 7, 2024.
<u>Budget Impact:</u>	No budget impact.
<u>Recommendation:</u>	No recommendation. Update only.



Staff Report

Item Number: 4.B.

Agenda Item: **Selna Mongini S.T.E.A.M. Park**
Update only regarding Selna Mongini S.T.E.A.M. Park.

Staff Contact: Joni Westcott, Parks and Recreation Director

Meeting Date: December 11, 2024

Strategic Goal: • Goal Area 2 – Enhance the quality of life for residents, businesses, and visitors to Clarkdale.
• Goal Area 3 – Enhance the quality and availability of parks, recreation and cultural opportunities.

Background: **Contractor:**

- The final proposal from Fann Contracting was submitted at a cost of \$2,726,589.40, which is about \$220,000 over budget.
- On Nov. 12, Town Council approved a contract with Fann Contracting to move forward with the project.
- Staff will meet with AZ Recreation to finalize the playground equipment details.
- A preconstruction meeting is scheduled for Dec. 12.

Preliminary construction work:

- Freeport/Entact in-kind grading project is nearly complete. Project savings totaled over \$130,000.

Donations and grants update:

- The initial Land and Water Conservation Fund (LWCF) project budget was reviewed by staff, and budget lines were increased to incorporate the elevated project costs. This information was submitted to AZ State Parks requesting an additional \$500,000, which is the maximum additional funding cap. State Parks reviewed and approved the request to move forward. If approved in the next step, the request will then go to National Parks for final approval. Staff should be notified of an award within the next months.
- If additional funding is not approved, the Town Council has designated

\$225,000 to complete the project.

- A sponsorship request has been presented to Martin Marietta for the concrete and is awaiting approval.
- A sponsorship brochure has been finalized and approved to present to local businesses and community members. (Attached.) Commissioners are encouraged to share and promote the sponsorship opportunities included.
- A total of \$7,050 has been received in sponsored and general donations since the campaign has been launched.

Budget Impact: Selna Mongini Capital Improvement Project \$2,578,858.

Recommendation: No recommendation. Update only.

KINETIC ENERGY BENCH

The park plans for three types of energy to be demonstrated and on display:

- **High efficiency LED lighting.**
- **Solar energy.**
- **Kinetic energy.**

This bench will educate the public about kinetic (people powered) energy. When the bench is rocked, custom sounds will play such as native bird songs or information about the park.



\$10,000

STEAM THEMED LENDING LIBRARY

Sponsor the creation of a custom-built lending library (featuring separate areas for youth and adult STEAM-related books). This lending library will allow the learning to come home after visitors leave the park. The design of the fascade will be created by a local artist.



\$1,000

BIRD WATCHING SPONSOR

1. Bird-friendly trees and bushes

Sponsor a low-water tree or bush to help create a bird-friendly habitat in the park. Or sponsor the butterfly garden (one available).

\$1,000

2. Bird identification technology

Help park visitors discover the unique birdlife in Selna Mongini Park by sponsoring this unique device. The Bird Buddy identifies birds by matching songs to species, and then shares a list of the birds visiting the park.

\$1,000



SOLAR WIFI AND CHARGING STATION

A solar charging station will educate the public on how solar power works, allows the public to charge their phones, and will project Wi-Fi into the park for all to use.



\$20,000

SELNA MONGINI STEAM PARK FUNDRAISING CAMPAIGN

Help us build a state of the art STEAM Park in Clarkdale, Arizona. This park will stand as a community gathering place and enduring legacy of sustainability and interactive STEAM education in Clarkdale.

Clarkdale.az.gov/STEAMPark

OUR MISSION

The Town of Clarkdale is excited to create a S.T.E.A.M. (science, technology, engineering, art, mathematics) park in Lower Clarkdale, with \$2M already allocated for the project, including \$1.5M in grant funding.

We invite you to help us bring this vision to life by contributing to the project overall or sponsoring a S.T.E.A.M. element. All sponsors will receive recognition on the park sponsor sign. Additional benefits are available at the \$5,000 level and above.

To contribute, please note your donation item choice and send your check to:

Town of Clarkdale
PO BOX 308, Clarkdale, AZ 86324.



MUSIC IN THE PARK

\$25,000

Every STEAM park needs a shaded musical corner! These percussion instruments create muted tones allowing for quiet exploration of music in the beautiful outdoors. The set includes three musical instruments.

JOIN THE CAUSE

Please join us at the level that works best for you and help bring Clarkdale together in our new park!

Sponsorship levels:

Naming Opportunity - \$50,000.

One available for the 40-foot Community Pavilion plus all lower level perks.

Vision Sponsorship - \$5,000.

All lower level perks, plus larger placement on the sponsor wall, with room for an up-to eight word approved message.

Innovator Sponsorship - \$1,000.

All lower level perks, plus recognition during the ribbon cutting, and on press releases for the ribbon cutting.

Hometown Hero - \$100 to \$999.

Sponsors at this level receive name recognition on the sponsor wall, website, and printed marketing as well as a park donor t-shirt.

Contact Parks and Recreation with questions.

Website: Clarkdale.az.gov/STEAMpark

Phone: 928-639-2460

Email: Parks.Rec@Clarkdale.az.gov



SHADED EXERCISE CENTER

**\$20,000
to
\$149,000**

Help us make Clarkdale a healthier home for all. The outdoor equipment selected will fit the final donation budget. The example pictured below costs \$149,000 but individual pieces could also be installed.

Equipment Sponsor \$20,000 + (9 Available)	FitLot Champion \$60,000 + (3 Available)	Title Sponsor \$179,000 + (1 available)
Logo included on welcome sign	Logo featured on welcome sign	Logo on shade canopy and/or park flooring + custom brand colors
Company logo featured on the project website	Company logo featured on the project website	Company logo featured on the project website
10 Community Build Day Volunteer Spots	20 Community Build Day Volunteer Spots	30 Build Day Volunteer Spots
Company table at the Community Build Day	Company table at the Community Build Day	Company table at the ribbon cutting
Ribbon cutting program feature	Participate in Ribbon cutting	Speaking Role at Ribbon cutting + PR partnership





Staff Report

Item Number: 5.A.

<u>Agenda Item:</u>	Approval of Minutes Discuss, consider, and act upon the draft minutes from the Regular Meeting held on Nov. 13, 2024.
<u>Staff Contact:</u>	Joni Westcott, Parks and Recreation Director
<u>Meeting Date:</u>	December 11, 2024
<u>Strategic Goal:</u>	Not applicable.
<u>Background:</u>	Approval of minutes.
<u>Budget Impact:</u>	No budget impact.
<u>Recommendation:</u>	Approval of the minutes from the Regular Meeting held on Nov. 13, 2024.



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ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

- 1. CALL TO ORDER** – Chairperson Kessel called the meeting to order at 5 p.m.
- 2. ROLL CALL** – All members present.
- 3. PUBLIC COMMENT** – Avery Frantz, a Phoenix resident, made a request for the Town to consider memorializing Cuba the dog who served as a mascot for the Rough Riders during the Spanish-American War and retired in the Town of Clarkdale until his passing in 1911. The Commission asked staff to follow up with Mr. Frantz.
- 4. UPDATES**

A. Parks and Recreation Youth Advisor

An update was given regarding the receipt of an application for the Parks and Recreation Youth Advisor position.

B. Town Park Gazebo Restoration

An update was given regarding the restoration of the Town Park Gazebo.

5. MINUTES

A. Approval of Minutes

Discussed, considered, and approved the draft minutes from the Special Meeting held on Oct. 2, 2024.

Action: Approval of minutes.

Motion: *Vice Chair Kramer*

Second: *Commissioner Aasmundstad*

Vote: Approved 5-0

Voting Member	Aye/Nay
Chairperson Cheryl Kessel	Aye
Vice Chairperson Ben Kramer	Aye
Commissioner Robyn Aasmundstad	Aye
Commissioner Becky Keck	Aye
Commissioner John Jones	Aye

6. DISCUSSION ITEMS ONLY - NO ACTION TAKEN

A. 2024 Halloween Event

Discussion was had regarding the 2024 Halloween event.

B. Selna Mongini Park

Discussion was had regarding updates on the Selna Mongini Park project.

7. NEW BUSINESS

A. 2024 Santa Comes to Clarkdale Event

Discussion was had regarding moving the event back to the Clark Memorial Clubhouse due to the Gazebo restoration construction in progress. Staff proposed the continuation of the traditional elements of the event like photos with Santa, a craft area, letters to Santa, hot cocoa, and cookies.

Action: Approval the 2024 Santa Comes to Clarkdale event plan.

Motion: *Vice Chair Kramer*

Second: Commissioner Keck

Vote: Approved 5-0

Voting Member	Aye/Nay
Chairperson Cheryl Kessel	Aye
Vice Chairperson Ben Kramer	Aye
Commissioner Robyn Aasmundstad	Aye
Commissioner Becky Keck	Aye
Commissioner John Jones	Aye

8. FUTURE AGENDA ITEMS

Chairperson Kessel proposed that Concert in the Parks and Copper Penny signage be place on a future agenda for discussion.

9. ADJOURNMENT – Chairperson Kessel adjourned the meeting without objection at 5:33 p.m.

Chairperson, Cheryl Kessel

SUBMITTED BY:

Assistant Manager of Parks and Communications/PIO, Chell Smart

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Staff Report

Item Number: 6.A.

Agenda Item:**Parks Memorial Dedication Policy**

Discussion only regarding a Parks Memorial Dedication Policy.

Staff Contact:

Baileigh Cosmen, Parks and Recreation Coordinator

Meeting Date:

December 11, 2024

Strategic Goal:

- Goal Area 2 – Enhance the quality of life for residents, businesses, and visitors to Clarkdale.
- Goal Area 3 – Enhance the quality and availability of parks, recreation and cultural opportunities.

Background:

In past years, the Town has received requests from the public for memorial recognition of loved ones, specifically in Town Park. Parks and Recreation does not currently have a policy for accepting and approving these types of requests.

Although the National Recreation and Parks Association (NRPA) does not offer specific guidelines for memorial or dedication policies in public parks, many agencies have successfully created policies tailored to their unique needs.

The following categories are suggested for inclusion in a future Parks Memorial Dedication Policy:

- Purpose of the policy.
- Eligibility.
- Types of memorials accepted.
- Approval process.
- Design guidelines.
- Funding.
- Maintenance and Longevity.
- Restrictions.

Staff is submitting the following suggested policy outline to start a conversation with considerations of public value and staff labor limitations.

Memorial Dedication Suggested Policy Outline:

Purpose

- Establish guidelines for honoring individuals or groups through memorials.
- Ensure dedications align with the Town of Clarkdale's Vision, Mission, and Values.

Eligibility

- Memorials may honor residents* or non-residents* who have made significant contributions to the community, organization, or cause.

Types of Memorials

- Examples may include plaques, benches, trees, bricks, or lending libraries.

Approval Process

- Submissions could include a description of the honoree's contributions or the reason for them being memorialized.
- Proposals are reviewed by the Town to ensure all designated criteria are met.

Design Guidelines

- The design, size, and location must be compatible with the environment and surrounding structures.

Funding

- Memorial costs, including installation and maintenance, will be the responsibility of the requestor.

Maintenance and Longevity

- Memorials will be installed for a specified duration based on the item donated.
- The Town reserves the right to relocate or remove memorials.
- In the event a memorial will be removed, the Town will make an effort to contact the donor based on the contact information provided on the application.

Restrictions

- Commercial dedications are generally prohibited.

Definitions:

- Resident – Person who has/had proof of residency in Clarkdale.

- Non-resident – Person who has never had proof of residency in Clarkdale.

Budget Impact: No budget impact.

Recommendation: Discussion only. No action required.



Staff Report

Item Number: 6.B.

Agenda Item:

Selna Mongini Park Signage

Discussion only regarding Arizona State University (ASU) Project Cities educational signage for the Selna Mongini Park project.

Staff Contact:

Chell Smart, Assistant Manager of Parks and Communications/PIO

Meeting Date:

December 11, 2024

Strategic Goal:

- Goal Area 2 – Enhance the quality of life for residents, businesses, and visitors to Clarkdale.
- Goal Area 3 – Enhance the quality and availability of parks, recreation and cultural opportunities.

Background:

Arizona State University Project Cities update:

- Arizona State University (ASU) Project Cities has worked with the Town of Clarkdale on multiple planning and implementation projects over the past four years. Past projects include: a community survey; the Bitter Creek Industrial Park; Arts incubator; Employee Handbook review; the Selna Mongini S.T.E.A.M. Park. This year, ASU Project Cities is assisting with creating educational signage for Selna Mongini Park. Class members will present their designs to the Parks and Recreation Commission and request feedback.
- Students have created 29 draft signs focused on the following educational themes:
 - Water conservation.
 - Water-wise choices.
 - Verde River ecosystem.
 - Recycling impact on water use.
 - Solar energy.
 - Bench exercises.
 - Fun in the sun safety tips.

The final number of signs installed in the park has not yet been determined.

- Staff reviewed all signage and responded with feedback. The Town's Artist Working Group also reviewed signage samples and responded with feedback on Nov. 21. Additional public outreach is scheduled for:
 - **Wednesday, Dec. 4** - A final Student Showcase presentation

from 3 p.m. - 4:15 p.m. at the ASU Polytechnic Campus and/or via Zoom.

- **Saturday, Dec. 7** - The Made in Clarkdale event from 10:30 a.m. - 1 p.m.

Feedback is intended to measure engagement level and public perceptions related to the signs.

- Considerations incorporated into the student designs:
 - Use of the Town's Brand Guide for font and colors.
 - Educate the public on S.T.E.A.M. concept.
 - Interactive elements for the sign (moveable parts, etc.).
 - Conform to AP style for grammar and citations.
- Other items of importance:
 - Town of Clarkdale will own the signage master files and be able to make any changes needed.
 - Funding of between \$7,000 - \$11,000 will be available through the program for sign printing.

Budget Impact: No budget impact.

Recommendation: Discussion only. No action required.



Staff Report

Item Number: 7.A.

Agenda Item:

2025 Concerts in the Park

Discuss, consider, and act upon the 2025 Concerts in the Park schedule.

Staff Contact:

Baileigh Cosmen, Parks and Recreation Coordinator

Meeting Date:

December 11, 2024

Strategic Goal:

- Goal Area 2 – Enhance the quality of life for residents, businesses, and visitors to Clarkdale.
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Background:

The "Concerts in the Park" summer concert series has been taking place in Town Park since 2008. Each year, seven to eight concerts are planned to run between June and September. Bands are selected by a committee made up of Town Parks and Recreation staff, Parks and Recreation Commissioners, and select community members.

Staff is proposing the following dates for the 2025 Concerts in the Park:

- May 31
- June 14
- June 28
- July 19
- Aug. 9
- Aug. 23
- Sept. 6

Suggested back up date for concerts that need to be rescheduled: Sept. 13.

Expenses for the previous year's events:

Concerts in the Park	2024	2023	2022
General Expenses	\$9,156.18	\$8,295.70	\$2,174.00
Music Licensing	\$878.33	\$861.00	\$732.00
Ambassador Expense	\$271.32	\$316.00	\$208.00
Bands Cost	\$4,750.00	\$4,325.00	\$5,400.00
Total Expense	\$15,055.83	\$13,797.70	\$8,514.00
Sponsor	\$5,000.00	\$5,000.00	\$5,000.00
Raffle	\$5,752.00	\$8,986.25	\$7,119.00
Total Revenue	\$10,752.00	\$13,986.25	\$12,119.00
	-4303.83	188.55	3605

Budget Impact: Concerts in the Park Donation Account \$14,000.

Recommendation: Staff recommends approval of the 2025 Concerts in the Park event schedule.